

CLAIMS

1 1. A method for selectively displaying Internet advertisements, comprising the acts
2 of:
3 allowing a user to define advertisement attributes; and
4 displaying advertisements at least partially based on the user defined attributes.

1 2. The method of Claim 1, further comprising the act of:
2 allowing the user to create an advertisement window in which advertisements are
3 displayed.

1 3. The method of Claim 1, further comprising the act of:
2 displaying a menu of user definable attributes.

1 4. The method of Claim 3, further comprising the act of:
2 allowing the user to establish the values of the user definable attributes.

1 5. The method of Claim 3, wherein the user definable attributes include at least
2 one of: advertisement type, city, zip code, retailers, distance of travel to a retailer, means for
3 delivery, retail only, or wholesale only.

1 6. The method of Claim 1, further comprising the act of:
2 displaying a menu of advertisement channels.

1 7. The method of Claim 6, further comprising the act of:

2 allowing a user to choose at least one advertisement channel.

1 8. The method of Claim 7, further comprising the act of:

2 displaying at least one advertisement corresponding to a user selected advertisement
3 channel.

1 9. The method of Claim 7, wherein the menu of advertisement channels includes

2 at least one of: a travel channel, a food channel, an automotive channel, a clothing channel, a
3 music channel, a movie channel, an antiques channel, a hardware channel, a sporting goods
4 channel, a housewares channel, or an art supplies channel.

1 10. The method of Claim 1, wherein the advertisements are displayed at a device
2 that receives Internet content and television broadcast content.

1 11. A system for selectively displaying Internet advertisements, comprising:

2 at least one server;

3 at least one database connected to the server, the database storing plural

4 Internet advertisements; and

5 at least one user computer connected to the server via an Internet connection,
6 the server transmitting plural Internet advertisements to the user computer, the user
7 computer including a program for selectively displaying Internet advertisements.

1 12. The system of Claim 11, wherein the program comprises:

2 logic means for allowing a user to define attributes; and

3 logic means for displaying advertisements at least partially based on the user defined
4 attributes.

13. The system of Claim 11, wherein the program further comprises:

logic means for displaying a menu of user definable advertisement attributes.

14. The system of Claim 13, wherein the program further comprises:

logic means for allowing the user to establish the values of the user definable
advertisement attributes.

1 15. The system of Claim 13, wherein the user definable attributes include:

2 advertisement type, city, zip code, retailers, distance of travel to a retailer, means for
3 delivery, retail only, or wholesale only.

1 16. The system of Claim 11, wherein the program further comprises:

2 logic means for displaying a menu of advertisement channels.

1 17. The system of Claim 16, wherein the program further comprises:
2 logic means for allowing a user to choose at least one advertisement channel.

1 18. The system of Claim 17, wherein the program further comprises:
2 logic means for displaying at least one advertisement corresponding to a user
3 selected advertisement channel.

1 19. The system of Claim 16, wherein the menu of advertisement channels includes
2 at least one of: a travel channel, a food channel, an automotive channel, a clothing channel, a
3 music channel, a movie channel, an antiques channel, a hardware channel, a sporting goods
4 channel, a housewares channel, or an art supplies channel.

1 20. The system of Claim 11, wherein the program further comprises:
2 logic means for allowing the user to create an advertisement window in which
3 advertisements are displayed.

1 21. The system of Claim 11, further comprising:
2 at least one television connected to the server via an Internet connection, the
3 server transmitting plural Internet advertisements to the television, the television
4 including a program for selectively displaying Internet advertisements.

1 22. A computer program device, comprising:

2 a computer readable means having logic means for selectively displaying

3 Internet advertisements, comprising:

4 logic means for allowing a user to define attributes; and

5 logic means for displaying advertisements at least partially based on the

6 user defined attributes.

1 23. The program device of Claim 22, wherein the computer readable means further

2 comprises:

3 logic means for displaying a menu of user definable attributes.

1 24. The program device of Claim 23, wherein the computer readable means further

2 comprises:

3 logic means for allowing the user to establish the values of the user definable

4 attributes.

1 25. The program device of Claim 23, wherein the user definable attributes include:

2 advertisement type, city, zip code, retailers, distance of travel to a retailer, means for

3 delivery, retail only, or wholesale only.

1 26. The program device of Claim 22, wherein the computer readable means further

2 comprises:

3 logic means for displaying a menu of advertisement channels.

1 27. The program device of Claim 26, wherein the computer readable means further
2 comprises:

3 logic means for allowing a user to choose at least one advertisement channel.

1 28. The program device of Claim 27, wherein the computer readable means further
2 comprises:

3 logic means for displaying at least one advertisement corresponding to a user
4 selected advertisement channel.

1 29. The program device of Claim 26, wherein the menu of advertisement channels
2 includes at least one of: a travel channel, a food channel, an automotive channel, a clothing
3 channel, a music channel, a movie channel, an antiques channel, a hardware channel, a
4 sporting goods channel, a housewares channel, or an art supplies channel.

1 30. A method for viewing advertisements on a computer system, comprising the
2 acts of:

3 selecting at least one attribute in an advertising window for displaying
4 advertisements; and

5 viewing in the advertising window at least one of a series of
6 advertisements corresponding to a selected attribute, wherein each
7 advertisement within the series embodies the selected attribute.

1 31. The method of Claim 30, wherein the attribute is selected from the group
2 consisting of: advertisement type, city, zip code, retailers, distance of travel to a retailer,
3 means for delivery, retail only, wholesale only, and advertisement channel.

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